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5 ABSTRACT:

The present invention relates to a method for determining the post-launch performance of a product on a market. The method according to the invention comprises storing, in a database, collected data related to at least one key success factor associated with at least the market performance which is related to said product; storing, in a database, collected data related to unmet needs on said market; storing, in a database, collected data related to the propensity of a decision-maker to choose said product; and calculating the future market share of said product based on said collected data, thereby determining said post-launch performance on said market. The invention allows improved forecasting of the future performance of a product on a market and provides improved understanding, benchmarking, forecasting and strategic decision-making as regards the future sales of the product in question.